

Governor's Office

Message Process

Message Meeting:

Participants (*HB/MB/CVW/JA/JP/AP/NC/DN*)
Two week schedule – in session
Monthly schedule – out of session
Suggested message text to be reviewed (*Arledge*)
Revised message text circulated and reviewed by EOB

Influences:

Agency calendar (*Perry*)
Legislative calendar (*Williams*)
Political calendar (*Arledge*)
MS/US current events
Daily media summary (*Stewart*)

Governor:

Message speech (*Arledge*)
Event profile per event (*event staff*)
Addendum talking points per event (*Kabala*)
Office-initiated schedule engagements (*Arledge*)

Staff/Cabinet:

Speakers Bureau – talking points (*Kabala*)
Agency Communication Directors coordination (*Arledge*)

Correspondence:

General sample letter (*Communications to Correspondence*)
Legislative sample letter (*Communications to Legislative Liaisons*)
Press statement requests (*Smith*)

Media:

- Press Conference schedule (*Smith*)
- Office-initiated interviews (*Smith*)
- Capitol Press Corp brown bag lunch monthly (*Smith*)
- Second-tier interviews monthly (*Smith*)
- National press corps as needed (*Smith*)
- Regular MS Public Broadcasting segments

Community:

- Barbour County Committees list (*Stewart*)
- Master Barbour list (*Stewart*)
- MRP County Committee list (*Stewart*)
- Trade Associations (*Stewart*)
- Statewide Business list (*Stewart*)
- Issue Organizations (*Stewart*)
- Opinion leaders list (*Stewart*)